

Friends Of Deckers Creek Inc

Executive Director / CEO

EIN 550775859
 WV · NTEE C32
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Brian Hurley, Executive Director / CEO** (\$41,273) against **every comparable organization** that fit the selection criteria — **57** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **33rd** percentile of comparable organizations within the typical range

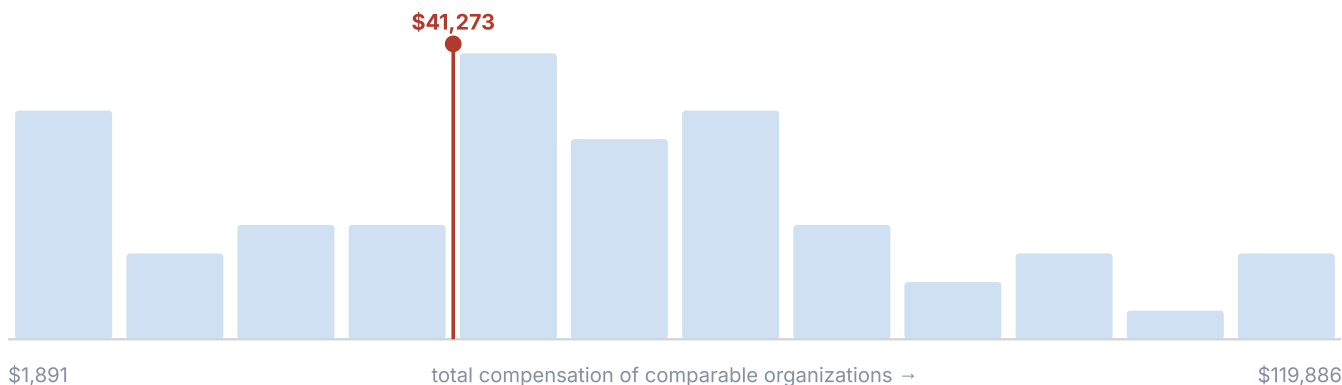
Benchmarked executive: Brian Hurley — reported title "EXEC. DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C32).
BUDGET	Total revenue between \$139,400 and \$312,090 — 0.67x to 1.50x the subject's \$208,060 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (C32), nationwide + budget 0.67–1.5x revenue.

57 organizations qualified on sector, size, and geography → **57** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$8,932	\$30,409	\$50,486	\$66,696	\$91,414	\$41,273
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■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to WV cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Jacobs Creek Watershed Association	PA	\$208,570	Executive Director	\$40,240	\$38,157	2023
Spokane River Forum	WA	\$208,638	Executive Dir.	\$46,376	\$37,360	2025
Trinity Edwards Springs Protection Assoc	TX	\$207,231	Executive Dir.	\$43,500	\$40,188	2024
Save Our Saluda	SC	\$200,079	President	\$61,170	\$58,938	2024
Project O	CA	\$216,852	President & Ceo	\$54,000	\$44,338	2023
Middle Susquehanna Riverkeeper	PA	\$198,212	Executive Di	\$57,120	\$52,609	2024
Pokegama Lake Association	MN	\$218,503	Secretary	\$2,700	\$2,464	2024
Jersey Shore Partnership Foundation Inc	NJ	\$221,167	President	\$75,063	\$61,898	2024
Friends Of Palm Beach Inc	FL	\$188,309	President	\$60,000	\$52,058	2024
The Beaver Coalition Inc	OR	\$231,797	Executive Director	\$83,697	\$71,786	2024
Chesapeake Rivers Association Inc	MD	\$232,603	Secretary	\$120,000	\$103,615	2024
The Great Egg Harbor Watershed Association	NJ	\$233,111	Coordinator	\$51,611	\$43,816	2023
Pozo De Agua Inc	PR	\$181,070	President	\$21,020	\$21,020	2024
Lake Worth Lagoon Environmental Defense	FL	\$180,852	Executive Direc	\$15,701	\$14,025	2023
One People One Reef	CA	\$235,610	V Chair&co-dir.	\$28,000	\$22,990	2023
Hui O Koolaupoko	HI	\$236,830	Project Director	\$36,775	\$30,409	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Gull Chain Of Lakes Association	MN	\$238,044	Secretary/tr	\$12,619	\$11,516	2024
Friends Of The Shiawassee River	MI	\$177,141	Exec Directo	\$46,752	\$45,885	2023
Lifetides Institute	SC	\$239,327	Vice Chair	\$26,500	\$25,533	2024
Idaho Association Of Soil Conservation	ID	\$176,628	Executive Director	\$42,000	\$42,484	2023
Madison River Foundation	MT	\$240,092	Former Executive Director	\$109,125	\$111,850	2023
Tennessee Riverkeeper	AL	\$174,228	Executive Di	\$114,000	\$113,747	2024
Pennsylvania Lake Management Society	PA	\$168,728	Executive Director	\$54,815	\$50,486	2024
St Mary's River Watershed Association Inc	MD	\$247,582	Exec. Director	\$47,400	\$40,928	2024
Acton Wakefield Watersheds Alliance	NH	\$248,360	Executive Di	\$74,862	\$63,842	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WV cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to WV cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

Sample, role match & sensitivity

PEER COUNT 57 organizations. Compensation range \$1,891–\$119,886; filing years 2020–2025.

SIZE BASIS Matched on total revenue (\$208,060); for reference, expenses \$380,103 and assets \$1,980,706. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Brian Hurley, reported title "*EXEC. DIRECTOR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	33 rd
Total compensation (D + F), as reported (no adjustments)	28 th
Reportable pay only (column D), adjusted	33 rd
All sources (D + E + F), adjusted	33 rd

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● **Rebuttable presumption of reasonableness · 26 CFR 53.4958-6**

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Brian Hurley) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 57 similarly situated organizations (Same NTEE sector (C32), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$41,273 is reasonable (approximately the 33rd percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.